

For information on
13 February 2012

**LegCo Panel on Home Affairs and Panel on Development
Joint Subcommittee to Monitor the Implementation of
the West Kowloon Cultural District Project**

**Utilization of the West Kowloon Cultural District site prior to the
commissioning of Phase 1 facilities and audience building**

INTRODUCTION

The West Kowloon Cultural District Authority (WKCDA) has prepared a paper, at Annex, to update Members on its work on organizing temporary uses and audience building programmes at the West Kowloon Cultural District (WKCD) site prior to the commissioning of Phase 1 facilities.

2. Members are invited to note the paper at **Annex**.

BACKGROUND

3. The WKCDA is keen to nurture local arts talents, encourage wider public participation in arts and culture and integrate software building with hardware development. In the years leading to the opening of arts and cultural facilities in the WKCD, the WKCDA will launch a range of programmes and activities in collaboration with arts organizations, educational institutes and the local community to build audiences and groom talents.

4. Upon completion of the statutory planning processes, construction works on the arts and cultural facilities in the WKCD will commence as soon as possible for completion in phases starting from 2014 – 15. The period before the commencement of active construction for permanent development hence provides an opportunity for the WKCDA to utilize the WKCD site to bring people to the WKCD and to bring arts to the public.

**Home Affairs Bureau
February 2012**

Paper from the West Kowloon Cultural District Authority

Utilization of the West Kowloon Cultural District site prior to the commissioning of Phase 1 facilities and audience building

PURPOSE

This paper informs Members of the temporary uses at the West Kowloon Cultural District (WKCD) site and audience building programmes prior to the commissioning of Phase 1 facilities.

BACKGROUND

2. The West Kowloon Cultural District Authority (WKCD) has submitted the Development Plan for WKCD to the Town Planning Board in late December 2011 for consideration. In parallel, Short Term Tenancies (STT) of parts of the WKCD site identified as suitable for temporary uses and advance works have been obtained from the Lands Department. The overall objectives of the temporary uses include:

- (a) Utilizing the WKCD site before commissioning of the Phase 1 facilities and providing opportunities for outdoor and/or indoor events;
- (b) Raising public awareness of the future uses of the site;
- (c) Bringing people to the site so that they will get familiar with access to the site and reinforcing the message that WKCD is developed for all the people of Hong Kong with their different backgrounds and interests;
- (d) Acting as incubators for developing and nurturing talents in performing arts and visual culture, plus associated venue management and other ancillary professional /technical skills;
- (e) Piloting the integration of software building with hardware development in response to public expectation; and

- (f) Providing the WKCDA with a foretaste of running a site with mixed commercial and cultural activities, and balancing the two to achieve a financially sustainable and viable operation for WKCD.

PLANS OF TEMPORARY USES IN WKCD

3. Apart from setting up a tree nursery at the headland of the WKCD development, the WKCDA also intends to identify suitable space to accommodate temporary structures for a wide variety of outdoor performing arts programmes, art installations and exhibitions, and commercial activities in order to achieve a balanced mix of events to suit the different needs of the community. An area of about 12 ha would be maintained for temporary uses as stated below until such time as active construction for permanent development commences, possibly around 2013-14.

Audience Building Programmes of the Performing Arts Department

4. The Performing Arts (PA) Department is responsible for planning not only the design and operation of the PA venues, but also the software development and programming directions in the interim period, including capacity building, audience building programmes and research studies. Proposed programmes on the STT sites include:

A. West Kowloon Bamboo Theatre

In view of the development of the Xiqu Centre as a Phase 1 PA venue scheduled to be completed between 2015 and 2017, the WKCDA has initiated the setting up of a bamboo theatre at the site for the future Xiqu Centre near the Canton Road/Austin Road junction around Lunar New Year 2012 to offer one week of Cantonese Opera performances, art exhibitions, film shows, as well as education and fringe activities to students and the public. This is planned to be an annual event, to be possibly extended to three weeks in 2013 and 2014 to include other performing art forms.

B. Street festivals and outdoor events initiated by WKCDA

It is the intention of the WKCDA to facilitate outdoor performances on the site along the lines of impromptu concerts and small festivals,

working with music groups, solo performers, street performers, and others to help build partnerships, culture, audience and public acceptance of outdoor performances. This will prepare the public for the opening of the part of the Great Park, Freespace, Music Box and Outdoor Theatre in phases starting from 2015.

Audience Building Programmes of M+

5. M+ not only aims to collect, preserve and present artworks and to research on visual culture, but also to engage and inspire the public for the purposes of art education and appreciation. To achieve these objectives, M+ plans to organize the following programmes and activities either at the WKCD site or in different places around the city, for audience and awareness building, community education and capacity building in the years leading up to the opening of the museum.

A. Big Outdoor Event at WKCD

A big outdoor event by way of outdoor art installations will be held at the WKCD site in the fourth quarter of each year. The duration of the event will depend on site availability and the material character of the project.

B. Exhibitions of Six Artists

M+ plans to commission six local artists to create site-specific works, installations and projects in May each year. These works will be displayed in different places around the city, and the WKCD site can be one of these places. Each venue will be converted into a special temporary exhibition space.

C. Bamboo Theatre Exhibition

Subject to the evaluation of the January 2012 project, M+ plans to continue its collaboration with the PA Department and present art exhibitions and curated film programmes in the unique environment of traditional performances in a bamboo theatre at the WKCD site in the coming years.

D. Design Exhibition

M+ plans to hold a design exhibition or symposium in the fourth quarter of each year in conjunction with the annual Business of

Design Week. This project will enhance the community's knowledge on Asian design and promote a better understanding of design and architecture and their relations to other genres. This project can be held in places around the city or at the WKCD site.

E. Pavilion Programmes

From 2014 onwards, the first of the planned pavilions will be the temporary platform for M+ and will be used to stage ambitious pre-opening programmes including exhibitions, talks, screenings and presentations touching on all aspects of the future M+. It is planned that about ten different events will be realized each year in the pavilions.

Commercial Activities

6. To complement the above performing arts and visual culture activities on the site, it is intended to have non-cultural activities, such as pop-up restaurants, carnivals, and other activities of a commercial nature, not only to bring revenue to offset expenditure of running the cultural programmes, but also to bring in the general public to realize our vision of making WKCD a place for all the people of Hong Kong and beyond.

IMPLEMENTATION AND WAY FORWARD

7. The WKCDA has entered into STT with the Lands Department for temporary uses of parts of the WKCD site. Relevant contractors would be engaged to carry out works for site and access improvement, and take up the site management and maintenance works.

8. Prior to the commencement of any events /activities, the WKCDA will work with the management agent and event organizers in working out specific details and obtaining permissions and licenses from related government departments for the various proposed activities, both cultural and commercial.

**West Kowloon Cultural District Authority
February 2012**